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# THE ECONOMY OF HAYWOOD COUNTY

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# THE ECONOMY OF HAYWOOD COUNTY

HAZELWOOD

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WAYNESVILLE

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CLYDE



Prepared for:

HAYWOOD COUNTY, NORTH CAROLINA  
AND THE TOWNS OF CLYDE, HAZEL-  
WOOD AND WAYNESVILLE

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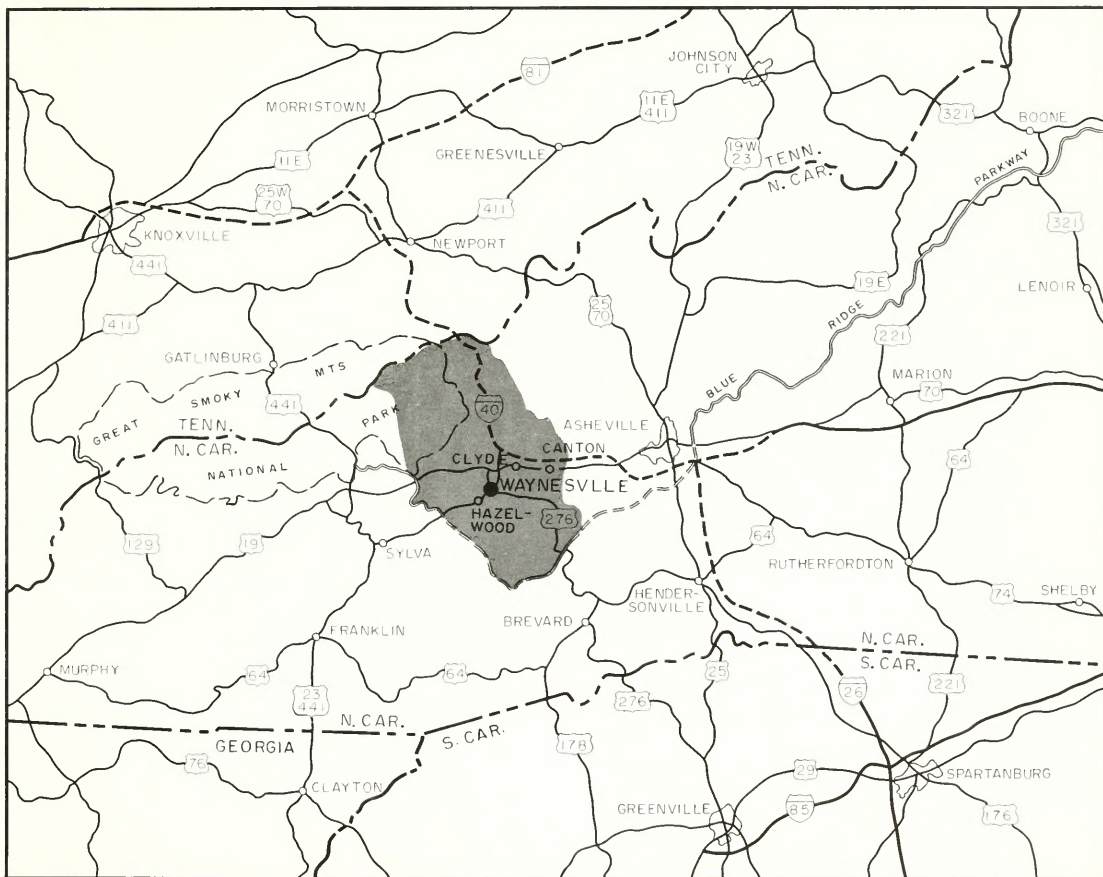
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# REGIONAL SETTING OF HAYWOOD COUNTY



MAP - I



## SUMMARY AND CONCLUSIONS

### Haywood County:

Haywood has a mixed economy with large and diversified industries of paper, rubber, furniture, footwear, leather, and textile manufactures. Tourism is emerging as a major industry. Employment gains of 1,185 from 1950 to 1960 came from jobs for women, while losses in farm and less-skilled manufacturing jobs left a net gain of only 106 for men. Haywood industries have fared well competitively, but the long-run declining or slow-growth character of the major industries leads to 1970 projections of an employment increase of 1,072 in commercial and professional services, 412 in all manufacturing, 273 in other trades and services, and a decrease of 582 in agriculture--for a total gain of 1,175 (8.7%). The lack of employment opportunities for men in the past decade was directly responsible for the out-migration of more than 3,800 residents, most of them in Canton and the County's rural areas. The local economy will be hard-pressed to secure enough new jobs for the large increase of young adults now beginning to reach labor force age, so a continuation of out-migration is anticipated.

The style of life of Haywood County residents compares favorably with State levels of income, education, and housing. Haywood's 1959 per capita income of \$1,426 was 13th in rank among the State's 100 counties. Housing quality and adults' educational levels were slightly above those for the State. On the other hand, 31.8% of County families had incomes under \$3,000 in 1959; 13.7% of County adults lacked even a fifth-grade education; and 31.5% of County housing units were substandard.

Because of high rates of out-migration from the County, population trends are toward a slight decrease in all future population under age fifty, while longevity and some in-migration produce a large increase in other adults. The overall projection is for an increase of 4.8%, from 39,711 in 1960 to 41,611 in 1980.



Waynesville, Hazelwood; and Clyde:

The Town of Waynesville has become the largest trade and service center west of Asheville. Centrally located in the heart of the State's mountain vacation land, much of Waynesville's growth in recent years can be attributed to an expansion of tourism. Completion of a By-pass, Interstate Highway 40, and the nearby extension of the Blue Ridge Parkway, should direct more future trade and tourism into Waynesville and vicinity. Adjacent to, and nearly surrounded by, Waynesville is the major industrial community of Hazelwood, whose rubber, leather, shoe and furniture plants employ literally thousands of persons, many of them residents of rural areas in Haywood and Jackson counties. Clyde is an attractive residential community of commuters to Industrial jobs in nearby towns; it has faltered as a trade center but is gaining in tourism.

Waynesville residents are unusually stratified: high proportion of commercial and professional people with high incomes, college educations, and good housing, are balanced by large numbers of service and less-skilled workers with low incomes, low education, and more substandard housing. In Hazelwood and the rest of the Township most workers are skilled and semi-skilled, with average incomes, education, and housing. The same is true for Clyde Township, where most residents are slightly above average in income, education, and housing. The lack of balance in Waynesville is important, for it indicates a danger of blight and social downgrading unless proportions of families with average and above-average means for a good living increase.

Employment losses in Haywood County have affected rural, unskilled, and young adults, resulting in out-migration. Waynesville may be expected to continue its growth as a trading and tourism center. The more skilled and white collar workers living in Hazelwood and in Waynesville and Clyde townships should also increase. As a consequence, Waynesville-Hazelwood should increase in population from 8,084 in 1960 to 10,227 in 1980 (annexation of the urban fringe would boost that to 15,000); Clyde Township should gain from 2,620 to 3,495 in 1980.





## INTRODUCTION

This planning report, for the planning boards of Haywood County and the towns of Waynesville, Hazelwood, and Clyde, is an evaluation of economic trends relevant for future local planning. In the final analysis, when people have a choice of a place in which to work and live, they prefer a well-organized and attractive environment where their investment in homes, schools, churches, stores, factories, and their descendants, will be protected. An environment which meets these wishes will attract people, as well as the production and exchange activities upon which the economy depends. Generally, the report is a straightforward analysis of recent economic data, with projections (not predictions) into the future based on the assumption that past and present trends will continue. Local development strategy involves enhancement of trends for growth and betterment of living standards while minimizing effects of decline and decay. What actually happens in the future is up to local citizens in their individual and collective responses to the challenges ahead.

Available in this report for the first time are some previously unpublished data from the 1960 U.S. Census for townships and towns of Haywood County. Some data for the basic economic analysis of the County were first published in January, 1963, in a similar planning report for the Town of Canton.





## THE ECONOMY OF HAYWOOD COUNTY

### The Economic Setting:

Haywood County is essentially an intermontaine valley in Western North Carolina, surrounded by the crest of the Great Smoky Mountains on the Tennessee border to the north, the Balsam Divide on the west, the Pisgah Ledge on the south, and the Newfound Mountains on the east. The County constitutes a separate basin, the watershed of the Pigeon River, which flows northwest into the Tennessee River system. The result has not been one of isolation, primarily because of easy access to the County from Asheville, the region's metropolitan center, by a water-level route, the best natural commercial route between the Blue Ridge and Smoky Mountains. Following this route are the Southern Railway, U. S. Highways 19 and 23 and the forthcoming Interstate 40--all connecting North Carolina's Industrial Piedmont and Asheville with Knoxville, Chattanooga, and Atlanta.

From the time Haywood became a county in 1808 with the county seat at Waynesville, the population consisted of independent yeomen engaged in subsistence farming. Arrival of the railroad in 1882, opened the area to commercial and industrial development. From early sawmill and lumber operations came, in 1903, the Unagusta Furniture Mfg. Corp., at Hazelwood, along with leather works becoming the A. C. Lawrence Company. An industrial giant, Champion Paper and Fibre Company, built a major pulp mill at Canton in 1906. Early in the 1940's the Waynesville-Hazelwood area boomed with location of a Dayton Rubber Company foam rubber plant and Welco Shoe Company (house slippers). Waynesville-Hazelwood acquired further diversity with smaller leather, wood, furniture, and textile firms. This impressive dossier of County industry resulted from Haywood's advantages of abundant water and forest resources, availability of good workers, and good transportation routes. Despite this industrial growth, agriculture was the leading industry in employment until after 1950 when many marginal farmers migrated out or obtained employment in industry. The greatest recent economic stimulus in the County, particularly in the Waynesville area, has been the expansion of tourism and tourist-serving business.



## THE LABOR FORCE IN HAYWOOD COUNTY

The key to economic growth for any area is in provision of jobs for men. During the 1950-60 decade, an increase of about ten percent in jobs for men was necessary to accommodate natural increase in heads of households and other male entrants into the labor force. In the State, overall employment increased by 9.8%, yet over a third of a million persons migrated out of the State primarily for want of employment. Broken down by sex, State data indicate an absolute loss in jobs for males, while female employment increased by 34.7%.

Employment increases of 2,952 and 1,291 in successive decades may appear to indicate rapid and continuous economic growth for Haywood County, but for males the figures were 1,820 (1940-50) and only 106 (1950-60), while females gained by 1,132 (1940-50) and 1,185 (1950-60). Losses in agricultural employment on small subsistence operations virtually wiped out gains in jobs for males in leather, rubber, and chemical manufacturing, and losses in textiles nearly balanced gains in commercial and professional services. Jobs for women expanded in commercial and professional services, as well as in paper, leather, rubber, and chemical manufacturing.

Therefore, despite overall employment gains, the County economy has not created enough new jobs to take care of its population, causing net outmigration of 3,800 persons during the decade, 1950-60. During the coming decade an unusually large number of young adults will enter the labor force; if jobs are not available they will migrate out; if men displaced from farms and other declining industries cannot find new jobs, they and their families will migrate out--no matter whether jobs for women expand. Table 1 shows the occupational trend in Waynesville by sex from 1940 to 1960. The 1940-50 change was largely indicative of the character of population annexed in 1949, but the 1950-60 shift was a move toward polarization--with gains at the top and bottom and losses at the middle of the occupational scale.



TABLE 1 -- OCCUPATION BY SEX FOR RESIDENTS OF WAYNESVILLE, 1940-60

	Number of Workers			Percent Distribution			Percent Change	
	1940	1950	1960	1940	1950	1960	1940-50	1950-60
Employed Males:								
Total *	662	1256	1482	100.0%	100.0%	100.0%	+89.7%	+18.0%
Prof., Mgr., Prop.	186	260	350	28.4	21.1	24.4	+39.8	+34.6
Clerical & Sales	74	171	194	11.3	13.9	13.5	+131.0	+13.5
Skilled workers	101	276	275	15.4	22.4	19.2	+173.3	- 0.4
Semi-skilled	94	299	383	14.3	24.2	26.7	+218.1	+28.0
Unskilled and service	183	176	203	27.9	14.2	14.2	- 3.8	+15.3
All Farm Work	18	52	28	2.7	4.2	2.0	+188.9	-46.2
Employed Females:								
Total *	333	612	808	100.0%	100.0%	100.0%	+83.8%	+32.0%
Prof., Mgr., Prop.	92	150	180	27.8	24.8	22.5	+63.0	+20.0
Clerical & Sales	44	146	206	13.3	24.2	25.8	+231.8	+41.1
Skilled & Semi-skilled	26	158	124	7.8	26.2	15.5	+507.7	-21.5
Unskilled & service	169	150	289	51.1	24.8	36.2	-11.2	+92.7
All Farm Work	--	--	--	--	--	--	--	--

---

\* Total includes employed persons who did not list their occupations; percent distributions are based on the total less occupation not reported.

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TABLE 2 -- OCCUPATION BY SEX FOR HAYWOOD COUNTY, 1940-60

	<u>Occupation of Workers</u>			<u>Percent Distribution</u>			<u>Percent Change</u>	
	1940	1950	1960	1940	1950	1960	1940-50	1950-60
<b>Employed Males:</b>								
Total *	7822	9642	9748	100.0%	100.0%	100.0%	+23.3%	+1.1%
Prof., Mgr., Prop.	727	982	1164	9.3	10.4	12.6	+35.1	+18.5
Clerical & Sales	408	707	711	5.3	7.5	7.7	+73.3	+1.0
Skilled workers	909	1494	1817	11.7	15.7	19.7	+64.4	+21.6
Semi-skilled	1811	3120	3641	23.3	32.9	39.5	+72.3	+16.7
Unskilled	1225	710	583	15.8	7.5	6.3	-42.0	-17.9
All Farm Work	2690	2481	1308	34.6	26.1	14.2	- 7.8	-47.3
<b>Employed Females:</b>								
Total *	1503	2635	3820	100.0%	100.0%	100.0%	+75.3%	+45.0%
Prof., Mgr., Prop.	307	430	632	20.7	17.5	17.6	+40.1	+47.0
Clerical, Sales	281	649	1020	19.0	26.4	28.4	+131.0	+57.2
Skilled workers	10	23	28	0.7	0.9	0.8	+130.0	+21.7
Semi-skilled	384	1020	1458	25.9	41.4	40.6	+165.6	+42.9
Unskilled	448	236	318	30.3	9.6	8.8	-47.3	+34.7
All Farm Work	51	103	137	3.4	4.2	3.8	+102.0	+33.0

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\* Total includes employed persons who did not list their occupations; percent distributions are based on the total less occupation not reported.

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For the County, Table 2 shows the consistency of the trend from farm and unskilled work for men to skilled and white collar jobs. Clerical and semi-skilled gains were important for females. Again it should be stated that education for more skilled and for white collar jobs is vital for a future economy of growth.





If detailed occupational data for 1960 are inspected by township, then the "polarization" of occupational trends in the Town of Waynesville is somewhat clarified, for outside the Town, the rest of Waynesville Township (including Hazelwood) has a heavy concentration of both skilled and semi-skilled blue collar workers but small proportions of white collar and service workers. Clyde Township also has a concentration of men in skilled and semi-skilled work, evidence of their employment in industry at Canton and, somewhat less, in Waynesville-Hazelwood; Clyde women are concentrated in service employment. In both the Town of Waynesville and in Clyde Township the service employment is primarily in tourist-serving businesses in the Maggie-Waynesville-Junaluska resort industry. Waynesville's small Negro population is almost exclusively employed in service and private household work.

#### Commuting Patterns of Haywood County:

The greatest inter-county exchange of workers involving Haywood County is with Buncombe County (Asheville). In 1960 there were 906 Haywood residents employed in Buncombe and 519 Buncombe residents employed in Haywood. Of the Haywood residents, 346 lived in Canton and Beaverdam Township, 110 in Clyde Township, 112 in Pigeon Township, and 206 in Waynesville Township (including 95 Town residents); most of these worked in the Enka cellulose manmade fibre plant. Most of the Buncombe residents worked for Champion in Canton. In the Waynesville-Hazelwood area there were 282 commuters from Jackson County, but only 57 Haywood residents working in Jackson.

Map 2 shows those townships in which more than 50% of all resident workers were employed in manufacturing--the southeastern third of the county; most of these are employed by Champion in Canton, with sizeable numbers commuting to Enka in Buncombe County and to the Waynesville-Hazelwood industries. More than 25% of the employed in the towns of Canton and Waynesville and Clyde and Waynesville townships were in business and professional services. The northern townships had more than 50% of their employment in agriculture. Ivy Hill Township had a balance among construction, manufacturing, agriculture, and services--none dominant. (See data in Appendix A.)






# HAYWOOD COUNTY

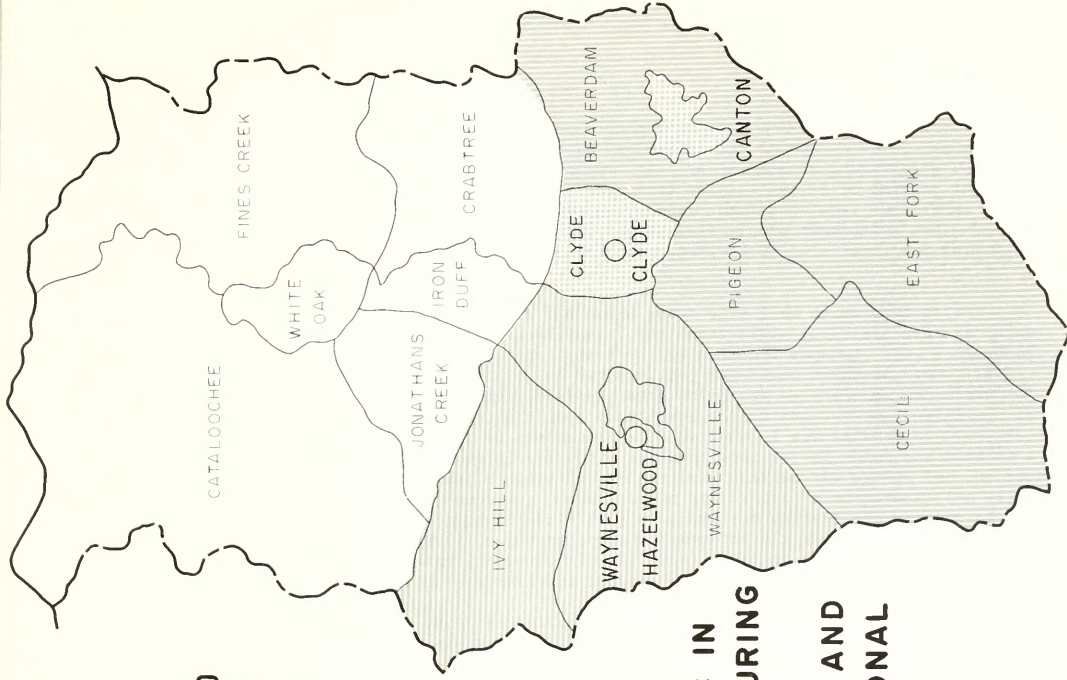


MAP - 2

## EMPLOYED RESIDENTS IN MANUFACTURING AND IN BUSINESS AND PROFESSIONAL SERVICES

### LEGEND

-  OVER 50% IN MFG.
-  OVER 25% IN BUS.
-  8. PROF. SERVICES





## MAJOR ECONOMIC COMMITMENTS OF HAYWOOD COUNTY

### The Economic Base:

The economic base of a community consists of those activities which provide the basic employment and income on which the rest of the local economy depends. The importance of identifying economic activities in which a community specializes is to develop information which will help a community solve local problems, anticipate and take advantage of trends for the benefit of the community, and make it possible to increase the contributions to both local and national growth.

In the past one could speak of a firm or an area as an independent economic unit, but today firms and areas must be understood as integrated parts of the national economy. The economy of Haywood County or of Waynesville, Hazelwood or Clyde, then, is a particular mixture of elements which can be analyzed and their consequences for the area considered within the national setting. In this report no evaluation will be made of any individual firm, for it is the trend of the whole national industry of which the firm is a part which is under investigation. Whether the market for the overall industry expands, contracts, or stabilizes, a competent firm will respond appropriately to the demand and reflect the pattern of growth in production and employment common to all similar firms. Therefore, the basis for evaluation of local types of industry is the overall trend of the national industries.

In this section, the major economic commitments of Haywood County and its localities will be identified and discussed briefly. Second, trends of the respective specialization industries and local effects of those trends will be discussed. Local and national trends of the past decade will be analysed, and national industry growth rates will be applied to local types of industry to derive a ten-year employment projection for the County. This will be compared with an independent employment projection based on labor force participation rates of the projected population.



### In What Economic Activities does Haywood County Specialize?

A comparison of 1960 Haywood employment distributions with those for the nation shows that Haywood has higher concentrations of workers in PAPER, RUBBER, LEATHER, CHEMICAL, FURNITURE, and Textile MANUFACTURING, and AGRICULTURE. In all these industries Haywood's proportion of employment was more than twice that for the nation (except textiles, which was 40% more). Construction was slightly above the national figure, but all other industries were below the national proportions. Although in 1960 there were 1,612 persons employed in retail trade, proportionally Haywood was 18% below the national figure.

It is interesting, but not surprising, that all the above specializations are 'basic' industries--that is, activities based on production of goods for an export (i.e., nonlocal) market. As an economy matures and general income levels rise, there is a tendency for services to increase at a faster rate and for the basic industries to level off relatively. This has been the national trend, and this report projects a similar trend into the economic future of Haywood County.

### Trends in Paper Manufacturing:

In terms of industrial investment and employment, Canton and southeastern Haywood are heavily committed to the paper industry. The Carolina Division of Champion Paper and Fibre Company in Canton employs more than 2,500 persons and was largely responsible for the growth of Canton to its present size. The indirect economic effects have been tremendous--investment in forestry and pulpwood purchases; transportation of materials; power and fuel; suppliers of goods and services for the industry; and a huge round of trades and services for the population directly or indirectly dependent on the industry. The paper industry is one of high wages, high capital investment, dynamism in proliferation of new products, rapid overall growth, and high worker productivity. However, overall labor requirements are leveling off in the paper mill industry. Data from the annual censuses of manufactures show that from 1947-61, the total of value added in manufacture more than doubled, and value added in production per man-hour also more than doubled. Total employment--including all administrative and technical personnel--increased by only 14% in that time and has not increased for several years.





The paper industry is booming, expanding into new product lines continually. For example, disposable nonweave garments, fiberboard containers, and new chemical products from wood technology laboratories. Prospects for production workers in paper mills are toward stability, with growth in newer directions, which may involve new product lines or by-product industries in Haywood County. A good example may be cited in Champion's new (1959) branch near Waynesville, which packages small business papers.

#### Trends in Rubber Manufacturing:

The largest industry in Greater Waynesville-Hazelwood is Dayton Rubber, which employs more than a thousand persons in production of foam rubber products. As in the case of Champion Paper and Fibre, employment has been below its peak of several years ago. Nevertheless, nationally manufactures of rubber employed 11.9% more persons in 1960 than in 1950. According to the U. S. Census of Manufactures, total value added in manufacture in 'miscellaneous rubber industries' increased by 134% from 1947-1961, productivity per man-hour increased by 131% from 1947-61, but total employment nationally increased by only 10% in that time. Plastics, paper, and chemical products compete with rubber for product lines, but overall growth is expected, although not at the 1947-54 rate.

#### Trends in Leather Manufacturing:

From 1950-60 employment in the national footwear industry declined by 5.8%, and employment in tanning, currying, and finishing leather industries fell by 32.9%. The Wellco Shoe Company, located in Waynesville-Hazelwood for more than twenty years, now employs nearly five hundred persons, most of them female, in producing house slippers. The A. C. Lawrence Company, a leather tanning and finishing industry, has been located in Hazelwood for sixty years. Now a division of Swift and Company, it has a stable employment of more than a hundred persons.

#### --House Slipper Manufacturing:

From 1947-61 the national industry doubled total value added in manufacture, more than doubled productivity per man-hour, and increased total employment by 30%. Since demand for shoes is relatively inelastic, the industry is likely to stabilize rather than grow; in fact, the house slipper industry has not gained in employment nationally since 1955.



#### --Leather Tanning and Finishing:

Substitution of other products for leather has resulted in a 34% decline in value added in manufacture 1947-61 and a 38% decline in total employment. Productivity per man-hour has risen by only 22%. To repeat an earlier statement, no prediction is made here about a specific firm, but indications are that this national industry will continue to decline in production and employment.

#### Trends in the Cellulose Man-Made Fibre Industry:

It may appear to be clearly outside the bounds of the Haywood economy, but the County's commitment is to an industry, American Enka, which is located in Buncombe County. Some six hundred Haywood residents are employed there. This fast-growth industry has had a 137% increase in total value added in manufacture, 1947-61, and productivity per man-hour increased a phenomenal 207% in that time, while total employment in the industry declined by 11%. Nationally, from 1950-60, employment in all synthetic fibres increased by 8.1%. Given the industry's increasingly automated technology, it is doubtful that, even with increased production and new product lines, employment will increase in the future.

#### Trends in the Furniture Industry:

Dating back more than sixty years in Waynesville-Hazelwood, the Unagusta Manufacturing Corporation produces dining and bedroom, unupholstered furniture, employing more than three hundred persons. Wayneswood, Inc., some ten years in a plant formerly occupied by Unagusta, produces mattresses and bedsprings, employing more than fifty workers. From 1950-60 there was a national increase of 14.3% in all furniture employment. In the Unupholstered Wood Furniture Industry, 1947-61, total value added in manufacture increased by 60%; productivity per man-hour increased by 27% (1954-61); and total employment was nearly stable from 1947, being down by 3% in 1961. This industry, relatively inelastic in demand and stable, is unlikely to produce overall employment gains.



### Trends in Textiles: Synthetic Weaving Mill Industry:

Although some Haywood residents are employed in Buncombe textiles plants, Royle & Pilkington Company of Hazelwood employs more than fifty persons producing tapestry fabric. The overall national textile industry declined in employment by 22.3% from 1950-60. In recent years this particular national industry has declined also.

### Agriculture:

Agricultural employment in Haywood County declined from 2,762 in 1940 to 2,613 in 1950 and sharply down to 1,523 in 1960. From 1950 to 1959 the number of commercial farms in the County dropped from 1,063 to 663, a rate of decrease virtually identical with that for the State. More importantly, the number of farms with product sales of more than \$10,000 increased from 24 to 79. Losses were greatest in marginal, low-income farms. In 1959, 44.3% of farm operators worked off their farms more than 100 days during the year, and 57.7% of the farms derived most of their incomes from nonfarm sources. Although 41.6% of the County's area was in farms, barely a tenth of the farm area was in harvested crops. Nearly all the land was woodland, much of it pastured for the growing dairy and livestock industries. Apples and poultry are major products. Agricultural products sold in the County in 1959 totaled \$4.3 million, an average of \$2,187 per farm, barely half the State's low average. The commitment of Haywood County's economy to agriculture is a tenuous one, and in the future fewer but more economically sound farms will remain. Livestock, dairying, poultry, apples, forest products, vegetables and fruits for processing--these have supplanted tobacco in potential. Unless employment in local nonfarm industries expands at a faster rate, the rural population may be expected to continue their out-migration. Table 3 presents key data for Haywood agriculture from 1945-59, along with comparable State measures.

### Services and Business: Tourism:

Generally speaking, the basic economic activities--the commitments--responsible for sustaining an area's population are those producing material goods (agriculture, mining, fishing, manufacturing);



TABLE 3 -- AGRICULTURAL DATA FOR HAYWOOD COUNTY, 1945-59

	1945	1950	1954	1959
Number of Farms	2,891	2,784	2,818	1,914
% of real change in number	--	-3.7%	+1.2%	-20.4%
% change for the State	--	+0.4%	-7.2%	-22.6%
Average size of farms (A.)	54.9	54.8	55.8	75.6
Average size for the State	64.8	67.0	68.2	83.4
% Operators work off farm 100+ days	30.5%	43.8%	46.4%	44.3%
% off farm 100+ days for the State	13.3%	20.8%	25.1%	26.6%
% farms most income not agriculture	NA	38.0%	36.5%	57.7%
% State most income not agriculture	NA	26.9%	26.7%	33.8%
AGRICULTURAL PRODUCTS SOLD:				
Average per farm	\$ 749	\$ 885	\$1,215	\$2,187
State Average Per Farm	1,701	1,929	2,737	4,184
Value Products sold (\$1,000)	2,167	2,465	3,434	4,322
PERCENT VALUE PRODUCTS SOLD:				
--Vegetables, fruits, nuts	13.3%	5.9%	15.1%	8.5%
--Forest & horticulture	1.7	3.2	2.2	2.5
--Field crops	46.1	34.0	42.1	24.3
--Poultry products	6.1	6.9	10.6	15.4
--Dairy Products	10.6	15.4	13.4	20.4
--Other Livestock, Products	22.2	34.5	16.6	28.9
VALUE OF FARM PROPERTY:				
Per farm (land, buildings)	\$4,171	\$9,201	\$9,167	\$16,780
State per farm value	3,490	6,490	8,059	14,685
Per acre of farms	\$ 76	\$ 153	\$ 165	\$ 242
State per acre	54	99	128	193

Source: U. S. Census of Agriculture





and the commercial, professional, and personal service industries arise to serve the basic industries and the population they sustain. It is only when services are for populations and firms outside the area that they are considered basic. Tourism is a basic service in the Waynesville area. The most direct evidence of the degree to which this is true is in data for 'selected services' in the U. S. Censuses of Business. Once personal services (barber & beauty shops, laundries and cleaners, etc.), and automobile repair services are excluded, we can deal in data covering hotels, motels, and amusements. In ten years, 1948-58, Waynesville's establishments in this tourist-serving category increased from 17 to 36, and receipts increased from \$334,000 to \$1,189,000. By contrast, such firms in Canton fell from 11 to 8, and receipts dropped from \$151,000 to \$102,000. Outside these two towns, the rest of the County (including Maggie, Lake Junaluska, and highway firms), gained from 16 to 37 firms with receipts rising from \$94,000 in 1948 to \$731,000 in 1958. In 1958, among all Western North Carolina towns, only the City of Asheville had a greater business volume in hotels, motels, and amusements. Waynesville merchants have bemoaned the growth of nearby Maggie as a major resort of tourist-catering enterprises. In addition, Lake Junaluska, Balsam, and other neighboring resort communities are tourist magnets. The new highway by-pass and Interstate 40, which will speed tourists past Waynesville, are seen as isolating factors which may destroy Waynesville's tourist-serving industry. In fact, however, the growth of neighboring resorts and the removal of traffic bottlenecks encourage a rising tide of tourists to come into the area. As the major trading center for the whole area, as the supplier of these very rival resorts, Waynesville stands to gain considerably unless local merchants discourage business through thoroughfare traffic congestion, inadequate parking, a shabby Central Business District, poor public relations, and apathy. The opportunity and the challenge are there for local citizens and businessmen to confront or ignore.

Another indicator of the effect of tourism is the proportion of vacant (in April) housing units which are not for rent or sale. In 1960, 12.4% of all housing units in Waynesville were seasonally vacant, contrasted with 1.7% in Canton. Well-regulated cottage or summer home developments are community assets, encouraging a good class of seasonal residents.



TABLE 4 -- RETAIL SALES RELATIVE TO TOTAL PERSONAL INCOME OF RESIDENTS  
OF WAYNESVILLE, CANTON, AND HAYWOOD COUNTY

	WAYNESVILLE	CANTON	TOTAL HAYWOOD COUNTY
1959 Total Personal Income (000)	\$10,045	\$11,795	\$56,630
1958 Total Retail Sales (000)	17,025	11,551	34,220
--Retail Sales as % of Income	169.5%	97.9%	60.4%
All Township Personal Income (000)	21,489	22,028	--
--Sales as % of Township Income	79.2%	52.4%	--
Expected Sales if State R.S./Income Ratio is Applied to Area Income:	14,183	14,538	37,376
Difference Actual from Expected	+2,842	-2,987	-3,156
1949 Total Personal Income (000)	\$4,060	\$5,718	\$26,002
1948 Total Retail Sales (000)	6,786	7,977	17,781
--Retail Sales as % of Income	167.1%	139.5%	68.4%
Expected Sales if State R.S./Income Ratio is Applied to Town* Income:	3,309	4,661	21,194
Difference Actual from Expected:	+3,477	+3,316	-3,413
* Township income data unavailable for 1949.			

Source: 1949 and 1959 personal income computed from U.S. Census data; 1948 and 1959 retail sales from U. S. Census of Business.



Waynesville can and should take advantage of economic gains to the area of Lake Junaluska's assemblies, Maggie's summer and winter clientele, campers, and droppers-in from the forthcoming, nearby stretch of the Blue Ridge Parkway. The economic base element here is, after all, the tourist or seasonal resident, introducing new income into the whole area rather than a specific firm or locality.

#### Retail Business Trends:

What is the performance record of Waynesville retail business? Retail sales data from the U. S. Census of Business are available, as are computations of personal income of local residents. Table 4 related 1948 sales to 1949 income and 1958 sales to 1959 income for the County and for Canton and Waynesville. While Canton has faltered, largely because of the proximity to Asheville, Waynesville has captured a larger share of trade during the decade. Even discounting Hazelwood business (for which no data are available) and other firms outside Waynesville, it is obvious that Waynesville draws thousands of customers from some distance, while Canton's real trading area does not extend to its own township. Buncombe County has a volume of retail trade some 23 million dollars beyond expectations based on local income; thus, it may be surmised that eastern Haywood is largely drawn within Asheville's trading area. But Waynesville dominates Haywood trade, also drawing customers (particularly) from Jackson County.

Table 5 shows that Waynesville business is particularly strong in basic Central Business District mainstays--apparel, furniture, and general merchandise--as well as automobile distribution. Eating places and gasoline stations tend to locate outside towns, and automobile and lumber and hardware firms tend to locate at the edges of towns. Generally speaking, Waynesville has fared well.

As the largest urban center in the State west of Asheville, and particularly with improved highway networks, such as Interstate 40, Waynesville may be in a good position to attract wholesale, trucking, and warehousing activities to serve the western region. Waynesville has two-thirds of County wholesale business, but heretofore Asheville has dominated the region in these growth activities. These transportation and supply activities, it should be noted, are often important factors in the attraction of new industry. Local residents should apply what pressure they can to expedite completion of major highway arteries as a means to further economic growth.



TABLE 5 -- CHANGE IN THE SHARE OF RETAIL SALES IN HAYWOOD COUNTY BY WAYNESVILLE  
AND CANTON, 1948-1958, BY KIND OF BUSINESS

Kind of Business	Canton			Waynesville		
	1948	1954	1958	1948	1954	1958
TOTAL HAYWOOD SALES:	44.9%	36.2%	33.8%	38.2%	49.9%	49.8%
Food Stores	29.5	40.8	40.6	31.1	39.6	36.1
Eating, Drinking places	37.5	31.3	47.0	44.8	59.1	36.6
General merchandise	67.3	26.2	34.4	27.8	62.1	53.0
Apparel, accessories	40.0	25.6	34.0	56.8	74.4	61.9
Furniture, home furnishings	39.1	38.1	46.0	44.6	45.3	46.0
Automobile dealers	55.1	46.1	28.9	43.4	52.6	69.6
Gasoline service stations	26.0	28.4	30.7	28.3	43.4	34.2
Lumber, bldg. matls, hardware	33.5	21.8	10.2	41.3	46.6	52.7
Drug stores	51.7	45.6	47.0	43.0	45.8	44.4
All others	42.2	40.2	34.2	50.8	46.4	43.6

---

Source: U. S. Censuses of Business





## A BRIEF ANALYSIS OF THE ECONOMY

Our comparisons of Haywood employment distributions by industry revealed that the County's economy specializes in paper, rubber, leather, chemical, and textile manufacturing, and in agriculture. There remain assessments of how well Haywood industries have grown in competition with-in their national industries and whether this relative growth produced long-run growth, stability, or decline. Finally, two projections of 1970 employment are made to gauge effects of economic trends in the future.

How well have local industries competed within their respective national industries? VERY WELL. The County's economic activities had a sum competitive gain of 1,419 jobs over their national counterpart industries from 1950 to 1960. (Appendix B presents supporting data and explains the computations in a methodological note.)

Have all Haywood activities, taken together, led the economy in a direction of long-run growth? NO! In fact, the slow-growth or declining character of Haywood industries resulted in a deficit of 2,289 jobs locally. The above competitive gain of 1,419 still left a net deficit of 870 jobs in the past decade. Haywood County's employment increase, then, is concentrated in nongrowth industries with poor prospects of future expansion to meet normal job needs of the County's population.

Which industries are leading toward long-run growth? Which ones toward decline?

- The direction of maximum growth is that of long-run growth industries with local short-run competitive gain. In Haywood this included finance-insurance-real estate, chemical manufacturing, and professional services (excluding education).
- Long-run growth may occur if competitive losses are less than long-run industry growth gains. Only educational services were in this category.



- Net growth may occur if competitive gains continue to exceed industry losses. More than half the County employment is in such industries: paper, rubber, and leather manufacturing; construction; wholesale and retail trade. Although competitive gains are feasible in manufacturing, construction and business are generally dependent for expansion on growth of the area's basic industries (exception: tourism).
- Stress on quality of competition is needed in industries in which long-run losses have exceeded competitive gains. Haywood had no industry in this category.
- Attempts should be made to improve the competitive position of industries in which long-run gains are exceeded by competitive losses. Truck transportation and warehousing, public administration, and business and repair services were in this category.
- Industries with both competitive and long-run losses need stress on qualitative improvements and greater productivity if they are not to retard the economy. Agriculture, furniture and lumber, textiles, transportation (except trucking), personal services, communications, and utilities were in this category.

What are the probable future trends of the local economy? A detailed, industry-by-industry projection of employment to 1970, summarized in Table 6, shows a gain of 1,175 in employment--about 8.7% over 1960 for Haywood County. These projections are based on national growth rates by industry, applied to 1960 County figures. The changes are in the same direction as the actual 1950-60 changes, except for transportation and a residual category. Projected gains are much smaller than past gains in paper, rubber, leather, and chemicals manufacturing, and for retail trade, but are larger for professional services; projected losses are smaller than past losses in furniture and lumber and textiles manufacturing and in agriculture.

Figure 1 is an independent projection of the future labor force of the County, based on age and sex distributions of the 1960 labor



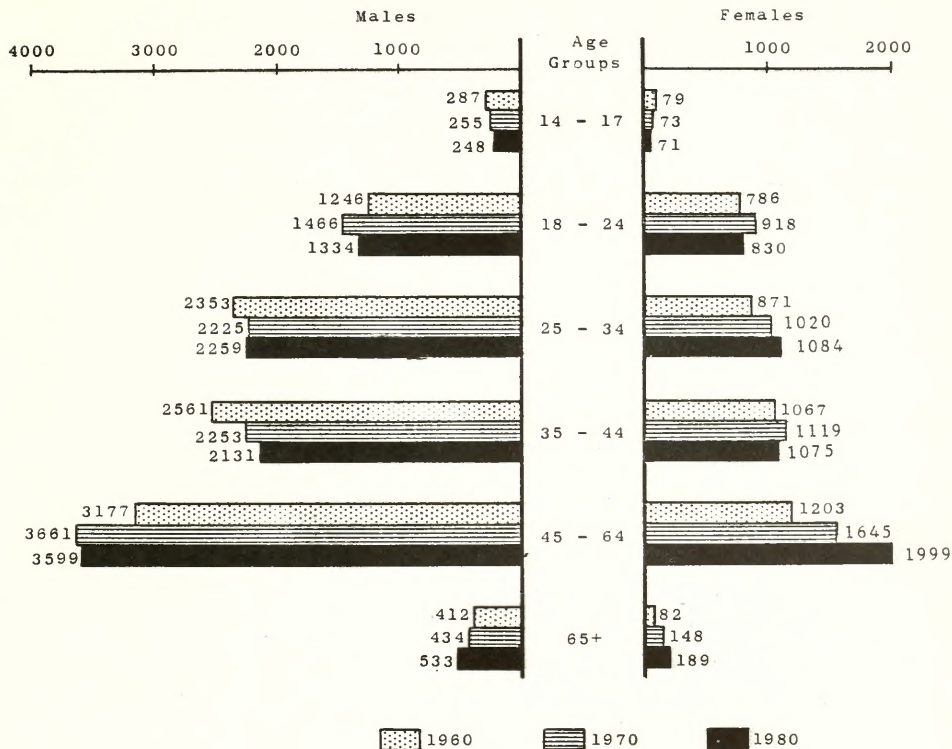
TABLE 6 -- HAYWOOD COUNTY EMPLOYMENT PROJECTION TO 1970 BY INDUSTRY, USING  
NATIONAL INDUSTRY GROWTH RATES

Industry	Employment			Actual Change from	Projected Change from
	1950	1960	1970	1950-1960	1960-1970
Projection from Figure 1	12277	13568	14366	1291	1040
TOTAL PROJECTION BY INDUSTRY	12277	13568	14743	1291	1175
MANUFACTURING:	<u>4849</u>	<u>6151</u>	<u>6563</u>	<u>1302</u>	<u>412</u>
Paper, rubber, and leather	3294	4439	4701	1145	262
Chemicals	12	610	827	598	217
Furniture and lumber	750	619	552	-131	-67
Textiles	644	273	212	-371	-61
All other (sum)	212	210	271	-2	61
COMMERCIAL SERVICES:	<u>1673</u>	<u>2218</u>	<u>2567</u>	<u>545</u>	<u>349</u>
Wholesale Trade	119	194	218	75	24
Retail Trade	1268	1612	1807	344	195
Finance, insurance, real estate	105	203	285	98	82
Business and repair services	181	209	257	28	48
PROFESSIONAL SERVICES:	<u>1016</u>	<u>1412</u>	<u>2135</u>	<u>396</u>	<u>723</u>
Education	449	539	880	90	341
Other professional services	293	576	877	283	301
Public Administration	274	297	378	23	81
AGRICULTURE:	2613	1523	941	-1090	-582
OTHER INDUSTRIES:	<u>2126</u>	<u>2264</u>	<u>2537</u>	<u>138</u>	<u>273</u>
Construction	718	903	994	185	91
Transport-Commun-Utilities	388	329	370	-59	41
Personal services	694	788	873	94	85
Other and new industries	326	244	300	-82	56

Source: 1950 & 1960 from U. S. Census data; 1970 based on national industry growth rates derived from censuses of manufactures, business, and population.



FIGURE 1 --HAYWOOD COUNTY LABOR FORCE, 1960-1980, BY AGE AND SEX







force as applied to the population projections discussed at the end of the report. The 1960 Labor force rates by age and sex were compared with national and State trends, and only minor changes were made in the future projection, lowering labor participation rates for teenagers and elderly males and increasing rates for females in middle ages. A normal unemployment rate of 4% was subtracted out, and the resulting employment projection is shown on the top line of Table 6. The closeness of the two projections indicates consistency in industry and population trends toward a low future rate of employment increase, given present industrial composition.

What new economic directions are feasible for local growth? The automatic response to this sort of question has come to be framed in terms of attracting industry. In the first place, industry is not so foot-loose, and mobile industries tend to make additional moves rather than settling down. In the second place, manufacturing is no longer expanding in employment at all. Productivity has increased so rapidly that fewer workers are needed. The real growth industries are professional, technical, and commercial services--such as finance, education, laboratory research, as well as less stable but growing industries, such as defense industries. When industry does relocate, it is most likely to give first consideration to markets, with transportation and access to raw materials important. Cheap labor is no longer cheap--automation is becoming cheaper. Industrial sites in cities and towns are in less favor, for industries seek profit and often want to avoid city taxes. At any rate, good highways are essential in gaining access to markets, in transporting raw materials and finished goods, and local citizens should do all they can to get a good highway net through the area. The industry with most obvious potential for Haywood County is tourism, but its instability and seasonality must be combated through promotion of year-round recreational activities. Good planning is necessary if Waynesville, Hazelwood, Clyde, and the whole county are to be good places to live, and to be attractive to tourists and, perhaps, to a good growth industry. But present trends are toward gradual growth. It is up to local initiative to improve on these trends.



## STYLE OF LIFE IN HAYWOOD COUNTY

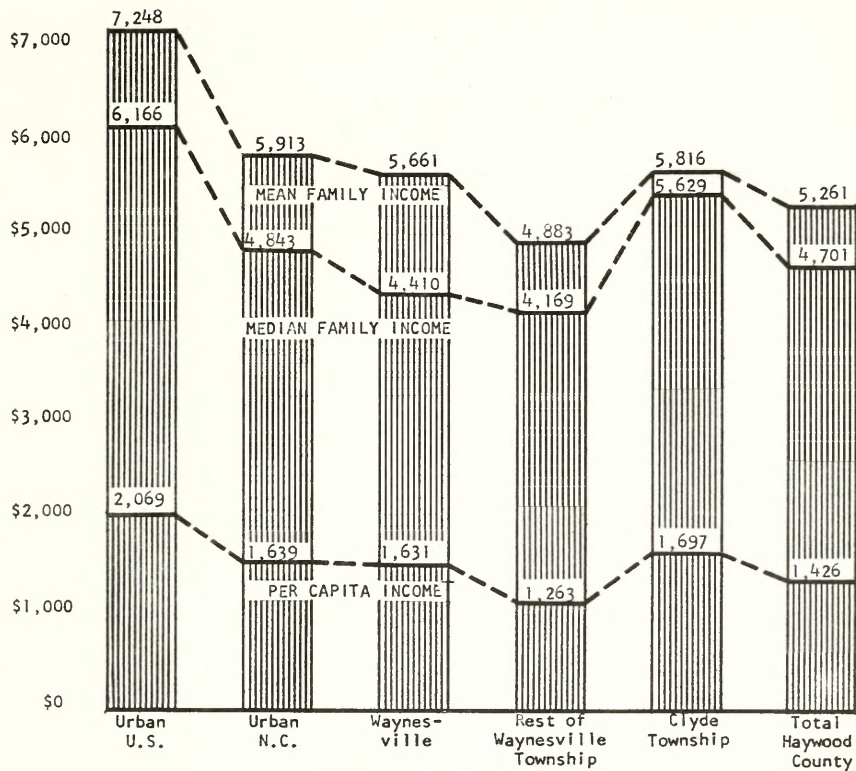
The level of living in Haywood County compares quite favorably with that of the State in income, education, and housing standards. Within the County, however, there are strikingly varied levels. Canton residents generally enjoy the highest levels of living, followed by Clyde Township, Waynesville and its Township, and Pigeon Township. The greatest source of affluence is the County's complement of large, high salary and wage industries which employ most of the workers in the affluent area; in addition, the County's business and professional people are residents of Waynesville-Hazelwood and Canton. Haywood County's highlanders in the northern and southern thirds of the County, on the other hand, generally lack the fruits of affluence and the means for obtaining them--high skill and education levels.

### Income:

In 1959 residents of Haywood County had a per capita income of \$1,426, well above North Carolina's \$1,260, giving them 13th rank among the State's 100 counties. During the previous decade the increase in per capita income for the County was 5.38% per year above the 1949 figure of \$845 (in dollars of 1959 purchasing power). The rate of gain was 24th in the State and pulled the County up from its 1949 per capita rank of 23rd. These data are impressive evidence of wealth and dynamism, but the question remains as to whether the income is distributed in a manner favorable to improving general standards of living, upgrading private and public assets, and creating the basis for continued economic growth. How, then, is Haywood County's income distributed? Figure 2 give us pause, for, although the relative height of levels from place to place is informative, there is unevenness of relative measures for each place. For Clyde Township, the closeness of family mean (average) and family median (point where half had



FIGURE 2: INCOME MEASURES FOR HAYWOOD COUNTY TOWNS AND COMPARABLE AREAS, 1959





more, half less) indicates a heavy distribution of all families near the average, and at a high level. Waynesville, on the other hand, has a much greater gap, indicating that a smaller proportion of families have much higher incomes than others, relative to Clyde Township. The rest of Waynesville Township (Hazelwood and rural farm and non-farm residents outside Waynesville) is in an intermediate position, but at a lower level generally.

TABLE 7 -- INCOME DISTRIBUTIONS AND SHARES OF TOTAL INCOME, 1959, FOR FAMILIES

Income Class	Waynes- ville Town	Rest of TWP.	Clyde Twp.	Total County	Total State	Total U.S.
Families with incomes \$8,000 and over:						
-- % of families	15.6%	15.3%	20.2%	16.9%	13.5%	26.5%
-- % of income	41.6%	35.5%	36.7%	38.1%	36.1%	51.9%
Families with incomes \$3,000-\$7,999:						
-- % of families	55.7%	49.2%	60.7%	51.3%	49.3%	52.1%
-- % of all income	50.3%	52.8%	58.4%	52.6%	52.0%	42.8%
Families with incomes under \$3,000:						
-- % of families	28.7%	35.5%	19.1%	31.8%	37.2%	21.4%
-- % of all income	8.1%	11.7%	4.9%	9.3%	11.9%	5.3%

(Source: Computations from U. S. Census published & unpublished data)

Table 7 above shows proportions of high, medium, and low income families living in local and comparable places. In addition, it shows the share of total income earned by each income class. The top 15.6% of Waynesville families, for example, earned 41.6% of all Waynesville income in 1959. Clyde Township shows the expected high proportion of families in the middle bracket, with relatively few (but still one of five) families in the low-income bracket.





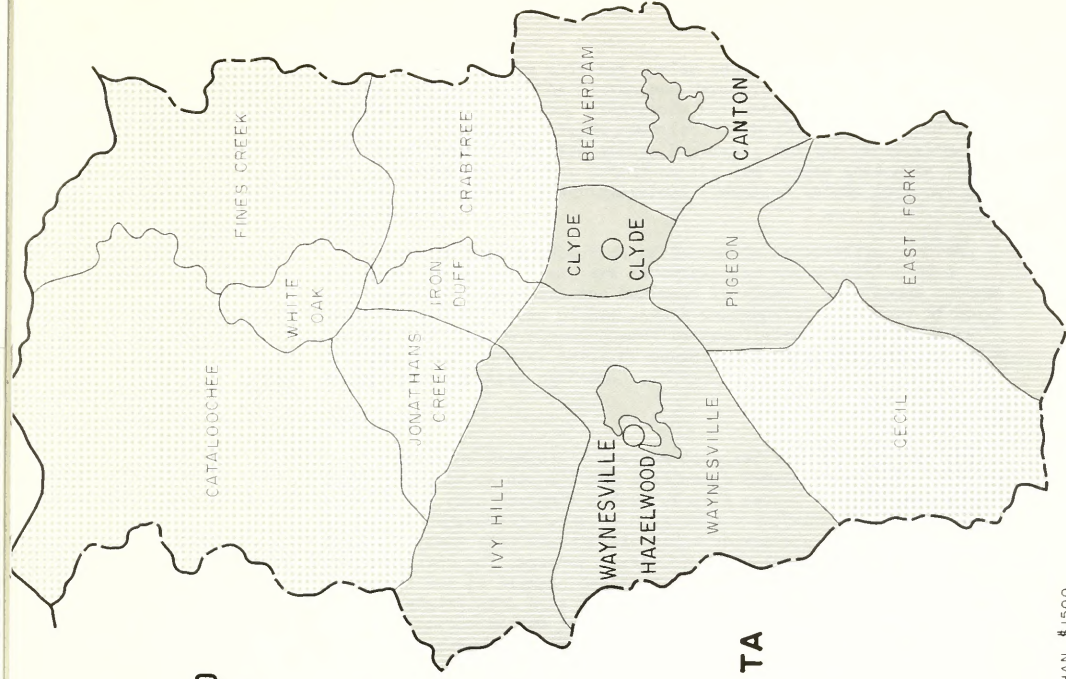
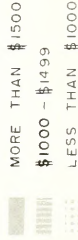
# HAYWOOD COUNTY



MAP - 3

PER CAPITA  
INCOME  
1959

LEGEND





Map 3 shows the 1959 per capita income distribution within the County: the Towns of Canton and Waynesville and Clyde Township exceeded \$1,500; together with areas with more than \$1,000 they add up to a territory almost identical with findings on Map 2 of high employment in manufacturing, business, and the professions. In all townships (except Cecil) in the low income area more than half the employment is agricultural. (Detailed income data are in Appendix C.)

The sum and distribution of income in Waynesville, Canton, and Clyde Township, then, are favorable for the provision of a high level of commercial and business services. This leads to the expectation that these places have a substantial inventory of good housing and well-developed community facilities, and one expects to find a high general level of educational attainment and of white collar and technical workers.

#### Education:

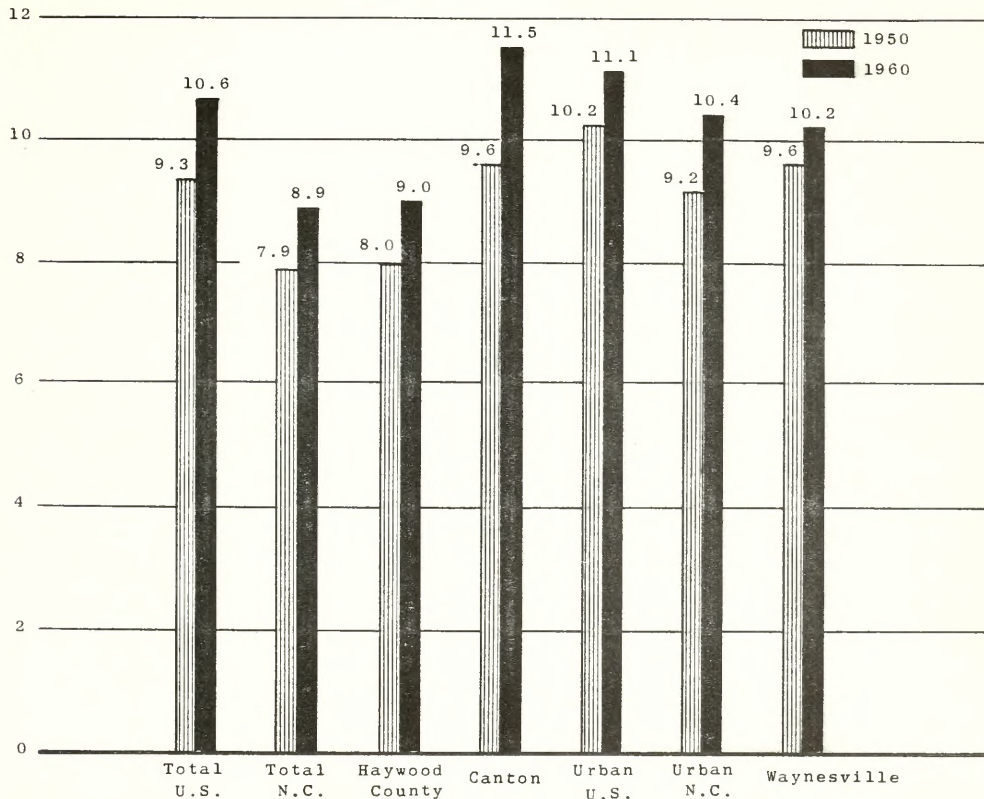
Map 4 and Appendix D present detailed data by township for Haywood County on educational attainment levels of adults. Attainment varies from Canton's median of 11.5 years, Clyde Township's 10.4, and Waynesville's 10.2, down to 6.4 in White Oak Township. Figure 3 shows that Waynesville had a relatively high educational level in 1950 but improved little by 1960; Canton had a startling increase, but is largely due to a large decrease through out-migration of adults with 8-11 years of education over the decade. Despite Canton's better median level, Waynesville has a higher proportion of college graduates among its population.

Haywood County's educational level is well above that for the State. Yet 13.7% of the County's adults are 'functional illiterates' -- that is, they lack even a fifth-grade education. As modern technology advances and the labor force expands, these persons may be less and less able to adjust to new job requirements and be led into chronic unemployment and lowered levels of living for their families.



FIGURE 3: MEDIAN EDUCATIONAL ATTAINMENT OF ADULTS AGES 25 AND OVER, 1950 and 1960

Years Completed





# HAYWOOD COUNTY

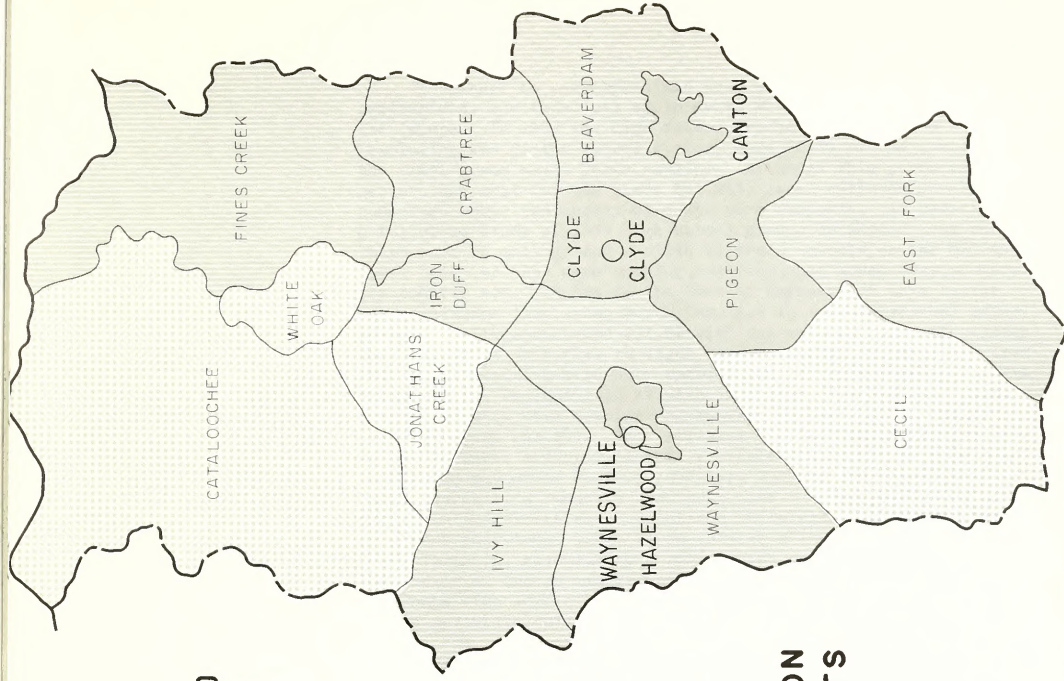


## MAP - 4

## MEDIAN EDUCATION OF ADULTS 1960

### LEGEND

-  ABOVE COUNTY MEDIAN (9.0)
-  ABOVE STATE MEDIAN (8.0)
-  80 YEARS OR LESS







It cannot be overemphasized that education is the key to professional and technical employments which will be in demand in the future. In 1962 the high school graduates in Haywood County (excluding the Canton school system) were 56.3% of the number in the fifth grade seven years earlier. Although this percentage was better than that for the State (51.8%), local citizens should be concerned about the nearly-half who were dropouts. In addition, a follow-up study of 1959 high school graduates showed that one-third were in college and a sixth in trade schools or the military. About half (48.48%) were working, married, had moved away, or were unaccounted for. Adults in the Town of Waynesville have better representation than urban North Carolina in two educational categories: College-educated (21.0% with one or more years of college) and those with only five to eight years (32.9%). Outside the Town the Township adults were over-represented in the under-eight years group (43.8%, including 16.1% with less than five years). Clyde Township adults were heavily represented in the nine to twelve years category (51.8%). This reflects the fact that Waynesville is the business and professional services center for a large area in Haywood and other Western counties, but the Town, and particularly the outside Township area also have a large population employed in industries and occupations which will probably be unable to absorb additional labor force entries without a better education. Clyde Township, essentially a residential area for employees of industries in Canton and Waynesville-Hazelwood, has a broad base of residents with sufficient education to be more adaptable for higher skills and white collar work.

Population projections indicate that future school enrollments in the County will continue to increase at the high school level but will not, for some years, change much in elementary grades. Continued school consolidation and quality in educational standards are needed, and every effort should be made to assure a high school education for every child of normal intelligence in the County, as a minimum goal. An enlightened populace is the County's greatest future asset, given which, its future economic well-being can be assured.



### Housing:

Since housing is discussed at greater length in other planning reports, its mention here will be in connection with income and education as a gauge of the style of life of local citizens with measures for comparison of the local inventory of housing with other areas. As in the case of income and education, Haywood County compares favorably with the State in quality of housing. In 1960 the State had 63.5% of its housing units 'standard' with a full complement of plumbing facilities, compared with 70.1% for the County. Hazelwood's 84.0% and Waynesville's 81.0% compared favorably with urban North Carolina's 79.9%. Map 5 shows the familiar pattern of proportions of good housing closely following the indications of a favorable style of life in Canton, Clyde Township, and Waynesville Town and Township. Surprisingly, perhaps, Waynesville has a high proportion (23.6%) of owner-occupied housing units valued at less than \$5,000 and a low proportion (11.8%) of units valued at more than \$15,000 (for urban North Carolina the proportions are 17.5% and 22.5%, respectively). This points up again a degree of caution in future planning in Waynesville, for as good, new housing developments are built outside Town, there is danger of a spreading blight within low-value and older housing areas in Town. The only consolation is that 12.4% of all housing units in Waynesville in 1960 were vacant but not for rent or sale-- in other words, seasonal or part-time residences, some of which contributed to the low-value proportion; good residential zoning can assure further attraction of a good class of seasonal citizens.

### Interrelationships of Income, Education, Occupation, and Housing:

The measures of style of life used in this chapter are not isolated characteristics. Thus, it is quite likely that someone with a good education will be able to qualify for technical, commercial, or professional employment in which income rewards are much greater than those for persons with less education. Further, someone with high income is able to own expensive housing in an area well-protected by good zoning. At the same time, a child reared



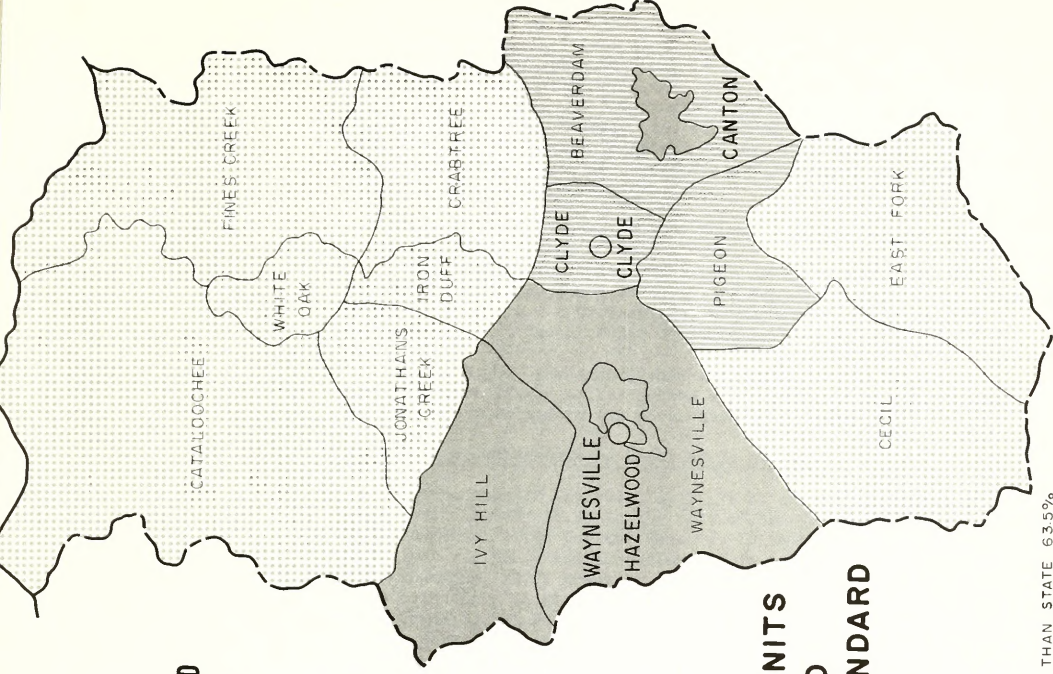
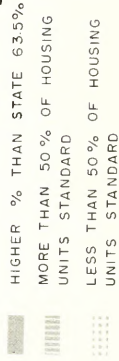
# HAYWOOD COUNTY



MAP - 5

## PERCENT HOUSING UNITS SOUND AND WITH STANDARD PLUMBING

LEGEND





in an environment of well-being by educated parents in close association with peers from similarly comfortable and intellectually stimulating circumstances, is more motivated to seek a higher educational attainment than is a child from an environment of material, social, and intellectual impoverishment. And so the associations are reinforced. The financial rewards are greatest in skills, businesses, or professions generally requiring high educational attainment, and these financial rewards are means to a better-quality style of life.

Special cross-tabulations of census data for Haywood County in Appendices E, F, and G, show that:

--The higher the household income in Haywood County: 1) the higher the educational level of the household head and the more likely he is to have a professional or managerial position; 2) the greater the value of owner-occupied housing and the better its condition.

--The higher the educational attainment of the household head, the more likely he is to have a professional or other white collar occupation and to own more valuable property.

#### The Need for Improvement in Local Style of Life:

In the Town of Waynesville, 28.7% of all families have incomes under \$3,000 (35.5% in the rest of the Township, 19.1% in Clyde Township, 31.8% for the County); 10.8% of adults in Waynesville lack a fifth-grade education (16.1% rest of Township, 11.3% Clyde Township, 13.7% County); in Waynesville 19.0% of housing units are substandard (16.0% in Hazelwood, 26.8% rest of Township, 25.1% Clyde Township, 31.5% total County). Thus, thousands of persons lack the financial, educational, employment or housing means for an adequate style of life. The primary responsibility is individual, but no community can afford the luxury of such a population in want: education, skills, jobs, must be provided within a healthy and dynamic community. Despite their small number in Waynesville, particular attention must be paid to Negro residents to assure them of equal educational and job opportunities. In 1960 local Negroes had \$793 per capita income, and adults had a median of 9.6 years of schooling, but two-thirds of their housing units were substandard. Prevention of blight is but one aspect of overall upgrading of Negro citizen's style of life.





## POPULATION TRENDS IN HAYWOOD COUNTY

The population of Haywood County has historically been predominantly rural with slow, steady population increases resulting from natural increase over outmigration. Since the beginning of this century the development of large bases of industrial employment at Canton and Waynesville-Hazelwood have led to urbanization and population growth around the two areas and in communities whose residents were within easy commuting distance of the two urban centers. The decline of rural economic pursuits, on the other hand, has led to depopulation of the more mountainous hinterland. The rapid expansion of tourism and of seasonal residence of thousands of persons who now have easier access via an improving highway network, is leading to a more or less continuous residential increase along the major highway routes.

Table 8 presents historical data for the towns of Waynesville, Hazelwood, and Clyde, the remainders of their townships, and Haywood County. It should be noted that Waynesville Township alone more than accounts for the entire County's population gain since 1940, although Clyde, Pigeon, and Beaverdam townships also increased while the rest of the County has declined in population. In Table 6, earlier, it was shown that employment in the County had fallen considerably in textiles, lumber, and furniture manufacturing and, especially, in agriculture, and that future downward trends in all were projected. Similarly, population declines occurred in parts of the County in which most residents were employed in these activities.

During the 1950-1960 decade some 3,800 net outmigrants left Haywood County, leaving only a net population gain of 5.5%. The Town of Waynesville, on the other hand, experienced a 16.3% increase, exceeded only by the growth in Clyde and Waynesville townships outside the towns. Table 9 shows the components of population change for Waynesville, Canton, and the rest of the County. Despite a



TABLE 8 -- POPULATION TRENDS IN HAYWOOD COUNTY, 1900-1960

Year	Clyde Town	Rest of Clyde	Waynesville Town	Hazelwood Town	Rest of Waynesville Twp.	Haywood County
Total Population:						
1900	244	952	1,307	*	2,601	16,222
1910	344	863	2,008	428	3,452	21,020
1920	363	741	1,942	484	2,930	23,496
1930	458	1,172	2,414	1,168	4,044	28,273
1940	516	1,551**	2,940	1,508	5,423	34,804
1950	598	1,575	5,295	1,769	5,926	37,631
1960	680***	1,940	6,159***	1,925***	7,136	39,711
Percent change by decade:						
1900-10	+41.0%	-9.4%	+53.6%	*	+32.7%	+29.6%
1910-20	+5.5	-14.1	-3.3	+13.1	-15.1	+11.8
1920-30	+26.2	+58.2	+24.3	+141.3	+38.0	+20.3
1930-40	+12.7	+32.3**	+21.8	+29.1	+34.1	+23.1
1940-50	+15.9	+1.5	+80.1	+17.3	+9.3	+8.1
1950-60	+13.7***	+31.5	+16.3***	+8.8***	+20.4	+5.5

\* Hazelwood incorporated in 1905

\*\* Part of Clyde Township annexed to Beavertown Township in 1931

\*\*\* Indicates annexations in previous decade

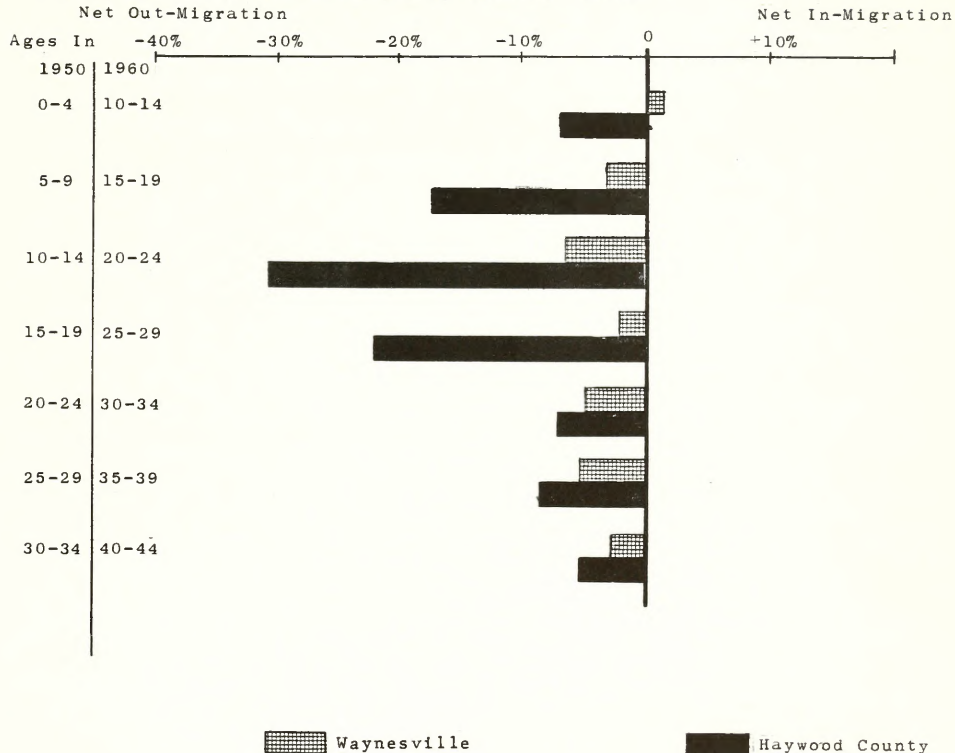


TABLE 9 -- COMPONENTS OF POPULATION CHANGE, 1950-60, FOR  
CANTON, WAYNESVILLE, AND THE REST OF HAYWOOD  
COUNTY

Components	Canton	WAYNES- VILLE	Rest of County	Total County
1950 population	4,906	5,295	27,430	37,631
Natural increase, 1950-60	1,014	931	3,961	5,906
Expected 1960 population	5,920	6,226	31,391	43,537
Net migration	-852	-67	-2,907	-3,826
Actual 1960 population	5,068	6,159	28,484	39,711
1960 population in annexed area	362	161	-523	--
Population in 1950 area	4,706	5,998	29,007	39,711
Net migration in 1950 area	-1,214	-228	-2,384	-3,826
% population change, 1950 area	-4.1%	+13.3%	+5.7%	+5.5%
% change including annexations	+3.3%	+16.3%	+3.8%	+5.5%
% net migration using 1950 area	-20.5%	-3.7%	-7.6%	-8.8%
% net migration with annexations	-14.4%	-1.1%	-9.3%	-8.8%



FIGURE 4 -- NET MIGRATION, 1950-1960, WAYNESVILLE AND HAYWOOD  
COUNTY AS PERCENT OF POPULATION OF SELECTED AREAS  
Net Out-Migration







natural increase of 931 births over deaths and the annexation of an area with 161 population, Waynesville had a small net outmigration of 228 persons. Figure 4 shows that the outmigrants were young adults ages 20-24 and 30-39. The entire County had very heavy outmigration of young adults ages 15-29, a sure indication that the present economic base and secondary services have not expanded sufficiently to provide jobs for County population.

#### Population Projections:

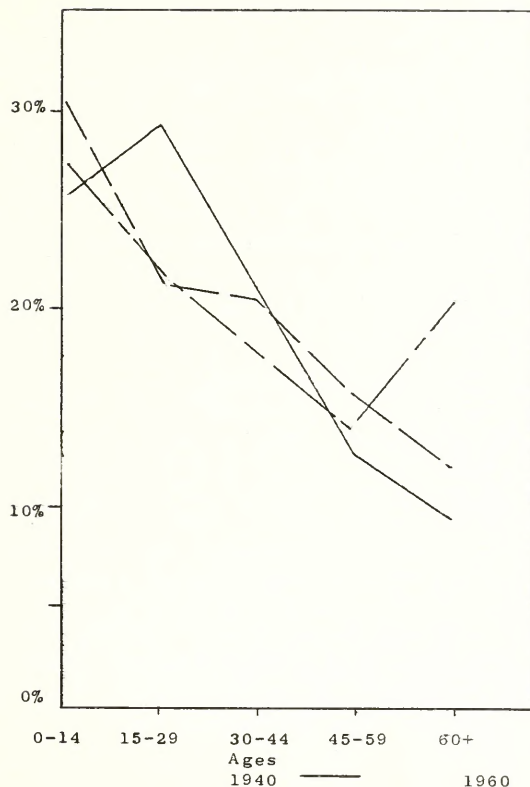
Population projections were made through use of an IBM 1410 computer program devised for analysis of changes in an area's age-race-sex composition during the past decade, assuming then that factors producing change in the last decade will continue. A projection, then, indicates where past and present trends are going and what their consequences will be if continued. It is NOT a prediction or prophecy. Thus a straightforward projection of Haywood County population indicates that, without major changes, the 1980 population will increase by only 4.8% over 1960, to 41,611, and that the gain will come in persons over age fifty, while the population under age fifty declines slightly, due to outmigration of young adults and, consequently, reduction in future births. Table 10 and Figure 5 present the projections in summary form.

Waynesville: Projections for small areas are difficult because of the assumptions of stable boundaries; a straightforward projection for the Town involves the assumption of very minor annexation and a continuation of past migration rates. Table 10 and Figure 5 present the summary projections, showing an increase from 6,159 in 1960 to 7,051 by 1970 and to 8,027 by 1980. Although population gains are indicated for virtually all ages, the greatest Town increase would be in persons ages sixty and over, whose numbers may nearly double by 1980. Young adults under age thirty-five (the 'baby boom' of 1945-55) should increase by more than a third, but ages thirty-five to fifty will gain little. As in the rest of the nation, Waynesville faces a major problem in the large increase in young adults within the next few years; in order for Waynesville to



FIGURE 5 -- PERCENT DISTRIBUTION OF THE POPULATION BY AGE GROUPS, 1940, 1960, 1980

Waynesville



Haywood County

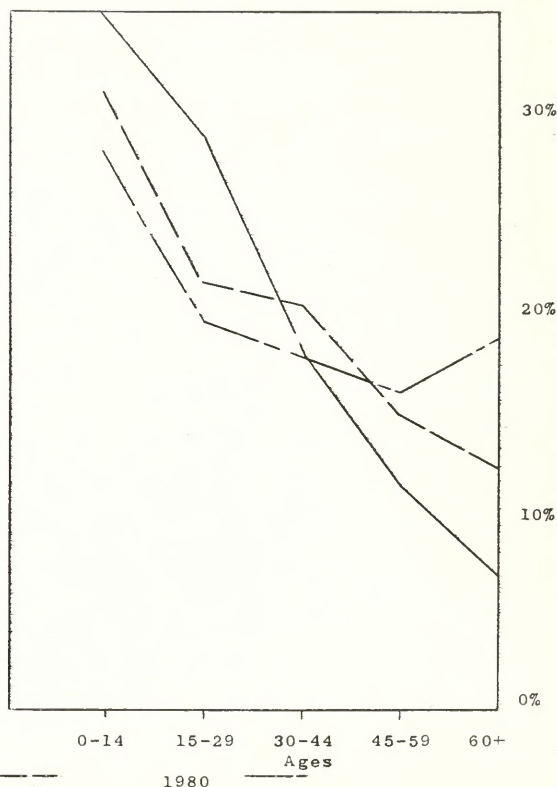




TABLE 10 -- SUMMARY OF POPULATION PROJECTIONS FOR WAYNESVILLE  
AND HAYWOOD COUNTY, BY FIFTEEN-YEAR AGE GROUPS

WAYNESVILLE

POPULATION					Age Group	Percent Change	
1940	1950	1960	1970	1980		1940-60	1960-80
763	1,587	1,889	2,029	2,325	0-14	+147.6%	+23.1%
848	1,353	1,321	1,633	1,776	15-29	+55.8	+34.4
663	1,152	1,259	1,215	1,406	30-44	+89.9	+11.7
379	704	936	1,043	1,057	45-59	+147.0	+12.9
287	499	754	1,131	1,463	60+	+162.7	+94.0
2,940	5,295	6,159	7,051	8,027	TOTALS	+109.5%	+30.3%

HAYWOOD COUNTY

POPULATION					Age Group	Percent Change	
1940	1950	1960	1970	1980		1940-60	1960-80
12,085	12,554	12,324	11,713	11,696	0-14	+2.0%	-5.1%
10,085	9,291	8,535	8,742	8,155	15-29	-15.4	-4.5
6,380	7,547	8,131	7,333	7,426	30-44	+27.4	-8.7
3,889	4,861	5,915	6,943	6,623	45-59	+52.1	+12.0
2,365	3,378	4,806	6,189	7,711	60+	+103.2	+60.4
34,804	37,631	39,711	40,920	41,611	TOTALS	+14.1	+4.8

Source: 1940-1950-1960 from U.S. Census data. Projections for 1970 and 1980 from summary output of IBM 650 computer program devised by Josef H. Perry, Division of Community Planning, and Dr. C. Horace Hamilton, North Carolina State College.



absorb the expected increase in job seekers, many new jobs must be created; since mechanization of production processes limits new industrial employment, professional (e.g., teachers) and Commercial (e.g., tourist services) services will need to be expanded considerably. This increase in young adults throughout the entire area is a local concern because Waynesville-Hazelwood industries have provided jobs for adults in a large outside population in the past; if future job gains are not considerable, then outmigration rates from the area may increase.

Hazelwood: Little (1960 Population: 1,925) Hazelwood is an industrial giant with leather, furniture, and textile plants, and, although nearly surrounded by Waynesville, the Town has refused to compromise its independent existence. Its residents are relatively overrepresented in labor force participation rates and in ages 15-24 and 35-44. An age-sex projection of past trend shows a large increase in ages 25-34 and over age 55 in the future, decreases in ages 35-54, and near-stability under age 25. Overall, population may increase to 2,065 by 1970 and to 2,200 by 1980, given past trends. It is more likely that Hazelwood will consent in the future to a merger with Waynesville. This would produce a viable urban center of 8,084 in 1960, expanding to 9,116 in 1970 and to 10,227 in 1980.

Greater Waynesville-Hazelwood: In 1960 the nonfarm population of Waynesville Township was 13,993, including the towns of Waynesville and Hazelwood plus 5,909 rural-nonfarm residents, many of them suburbanites of the towns. Insufficient data were available for a detailed projection, but a projection of the proportions of the County, based on the County projection, is shown in Appendix H and on Map 6. If Waynesville Township continues its growth relative to the County, it will increase from 15,220 in 1960 to 17,023 in 1970 and to 18,683 in 1980. Since the farm population is decreasing and growth away from the urban core is largely resort and tourist-oriented, the vast majority of the population may be expected to fall within the urban core, and that Greater Waynesville-Hazelwood area may be projected to more than 15,000 by 1980. In order to protect the quality of the future City, the present towns and County should make special provision for judicious annexations, community facilities, zoning, and subdivision regulations for the entire area for optimal utilization of the land for all purposes.





Clyde: Data are unavailable for a detailed population projection of this residential community of local trade and commuters to Waynesville-Hazelwood, Canton, and Enka. However, the age distribution of Clyde Township residents is weighted by adults ages 20-49, and recent rapid growth in a population with a high level of living (income, education, housing) lending support to the projection shown in Appendix H and on Map 6. A continuation of recent growth would boost the Town's population by 18.2% from 680 in 1960 to 804 in 1980, while the rest of the Township gained by 38.7%, from 1,940 in 1960 to 2,691 in 1980. It would be much too conjectural to project Town annexations of its nearby growth, but the Town must plan carefully its future allocation of land use, and its businessmen must turn from traditional competition with larger towns to both a convenience shopping area concept and a direct tourist-serving tie with the new Interstate Highway.

The important thing in future population prospects is not the sheer number of residents which may be anticipated, but what quality of people and what style of life the future community will have. Higher per capita incomes, a well-educated populace, better housing, and private and public facilities--these are more desirable goals than attracting quantities of nondescript economic activities and people. Good planning can provide local citizens with some of the means for their own optimal realization.



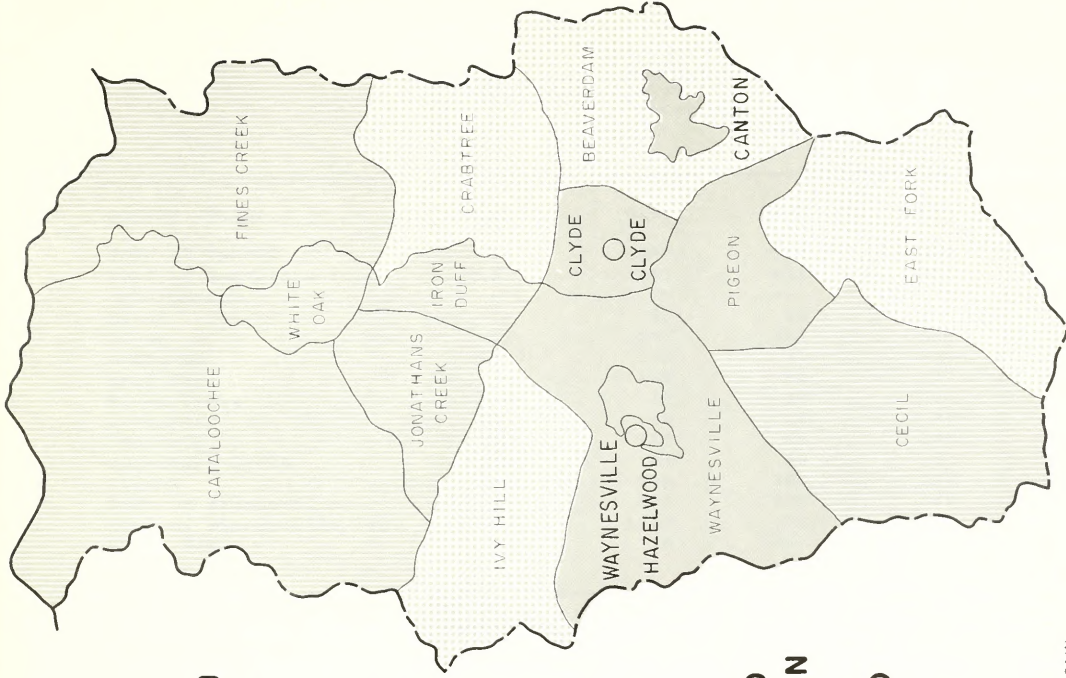
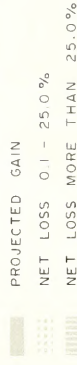
# HAYWOOD COUNTY



## MAP-6

### PROJECTED POPULATION CHANGE 1960 - 1980

#### LEGEND





APPENDIX A -- 1960 EMPLOYMENT BY INDUSTRY AND NUMBER OF WORKERS OUTSIDE THE COUNTY FOR  
RESIDENTS OF HAYWOOD COUNTY TOWNSHIPS  
(\* indicates fewer than 10 employees)

	Major Industry of Employment				Total	Residents with Jobs outside the County
	Agriculture	Manu- facturing	Prof. and Business Services **	All Other		
COUNTY TOTAL:	1512	6151	3427	2478	13,568	1473
TOWN of Canton	*	1097	514	297	1,912	198
Rest of Beaverdam Twp.	177	1261	451	335	2,224	282
Cataloochee	--	*	--	*	*	*
Cecil	*	67	25	23	123	11
Clyde	73	547	236	116	972	142
Crabtree	154	83	47	16	300	35
East Fork	48	195	52	77	372	80
Fines Creek	176	41	39	20	276	25
Iron Duff	111	40	35	27	213	12
Ivy Hill	116	133	89	149	487	42
Jonathans Creek	166	64	39	51	320	24
Pigeon	100	606	180	135	1,021	187
TOWN of Waynesville	34	689	948	619	2,290	173
Rest of Waynesville Twp.	285	1309	772	608	2,974	254
White Oak	60	15	--	--	75	*

Source: Unpublished U. S. Census data in the Division of Community Planning.

\*\* Finance, insurance, and real estate employment is included with 'all other'



APPENDIX B -- ANALYSIS OF HAYWOOD COUNTY EMPLOYMENT CHANGE, 1950-60, BY  
INDUSTRY RELATIVE TO NATIONAL GROWTH

Industry (in order of net gain)	Change Due To Local Competition	Change Due To Long-run Industry Growth	Net Change Relative To The Nation
Mfg: chemicals	594	2	596
Mfg: paper, rubber, leather products	951	-425	526
All commercial services and trades	302	-71	231
Professional and government services	-116	322	206
Construction	112	-62	50
Mfg: miscellaneous	18	15	33
--(IF LOCAL GROWTH HAD BEEN AT U. S. RATE) --	-0--	--0--	--0--
Personal services	25	-61	-36
Transportation-communication-utilities	-98	-33	-131
Mfg: furniture and lumber	-50	-222	-272
Mfg: textiles	-227	-265	-492
Agriculture	-92	-1489	-1581
TOTAL EMPLOYMENT ALL INDUSTRIES:	<u>1419</u>	<u>-2289</u>	<u>-870</u>
--All manufacturing	1286	-895	391
--Trades & services	225	95	320
--Agriculture	-92	-1489	-1581

Source: Computations from U.S. Census data; see text for full explanation.





## APPENDIX B -- METHODOLOGICAL NOTE

The method of employment change analysis requires some explanation. The component of competitive change was obtained by multiplying the 1950 local employment in a Haywood industry by the national rate of growth for the decade, and the result was compared with the actual 1960 employment for the industry in the County. Adding the gains and losses for all industries, the County showed an overall gain of 1,419 in employment.

For example, in 1950 there were 1,268 Haywood residents employed in retail trade; had County retail trade employment expanded at the national retail trade rate of +12.1%, there would have been 1,412 workers so employed in 1960; however, the actual Haywood total was 1,512, a 'competitive gain' of 200. The gain is not hypothetical, for competition within an industry is real, and markets are national. What happens in a Haywood industry is largely determined by the condition of the national market, government policy, and the general economy, and not solely by a local manager or owner.

But there is another major component of change, and that is set by the growth of a whole industry relative to the nation's overall employment change. Since retail trade is slower than average in growth nationally, Haywood's competitive gain of 200 was reduced by 94 due to the long-run change factor, resulting in a 106 net gain relative to overall national change.

Haywood County fell 870 short of equaling the national growth rate of 18.8% from 1950-60. The fact that local activities had a competitive gain of 1,419 indicates that there was a long-run industry loss of 2,289 due to presence of declining (e.g., agriculture, textile, lumber, leather) and slow-growth (e.g., rubber, furniture, construction) industries. The only way for long-run local gain to come from those industries is for them to get much larger national shares of their industries, an unlikely thing ultimately. Therefore, the seemingly conservative analysis here has a common-sense rationale.



APPENDIX C -- INCOME DATA FOR HAYWOOD COUNTY TOWNSHIP RESIDENTS, 1959

Township	Per Capita Income	Family Income		Percent Distribution Of Families by Income		
		Mean	Median	Under \$3,000	\$3,000- 7,999	\$8,000 and over
COUNTY TOTAL:	\$1,426	\$5,261	\$4,701	31.8%	51.3%	16.9%
TOWN of Canton	2,327	7,197	6,587	18.1	48.1	33.8
Rest of Beaverdam Twp.	1,483	5,485	5,435	27.1	56.6	16.3
Cataloochee	341	2,265	2,100	76.5	23.5	--
Cecil	790	3,522	3,059	48.4	51.6	--
Clyde	1,697	5,816	5,629	19.1	60.7	20.2
Crabtree	962	3,637	2,891	51.6	41.1	7.3
East Fork	1,045	4,153	4,047	38.2	51.7	10.1
Fines Creek	652	2,597	1,869	65.6	31.2	3.2
Iron Duff	977	3,313	2,571	58.5	36.6	4.9
Ivy Hill	1,063	3,958	3,407	43.8	49.9	6.3
Jonathans Creek	796	2,853	2,103	63.9	32.9	3.2
Pigeon	1,331	4,950	4,656	31.4	53.3	15.3
TOWN of Waynesville	1,631	5,661	4,410	28.7	55.7	15.6
Rest of Waynesville Twp.	1,263	4,883	4,169	35.5	49.2	15.3
White Oak	545	2,274	1,577	74.2	25.8	--

Source: Computations made from unpublished U.S. Census data in the Division of Community Planning.



APPENDIX D -- EDUCATION AND HOUSING DATA IN HAYWOOD COUNTY, 1960, BY TOWNSHIP

Township	<u>Housing</u>	<u>Educational Attainment of Adults Ages 25+</u>		
	Percent Sub- standard*	Median Years	Percent Less Than 5 Years	Percent twelve or more years
COUNTY TOTAL:	31.5%	9.0	13.7%	32.4%
TOWN of Canton	12.8	11.5	9.3	46.9
Rest of Beaverdam Twp.	40.2	8.1	16.2	22.5
Cataloochee	51.3	7.8	20.0	27.5
Cecil	59.7	7.1	17.6	16.7
Clyde	25.1	10.4	11.3	37.8
Crabtree	57.0	8.7	11.1	26.9
East Fork	58.3	8.0	18.6	16.6
Fines Creek	78.3	8.1	17.4	22.0
Iron Duff	55.7	8.1	18.6	21.9
Ivy Hill	34.3	8.3	14.8	23.9
Jonathans Creek	66.3	7.3	14.6	18.4
Pigeon	41.0	9.3	11.6	29.9
TOWN of Waynesville	19.0	10.2	10.8	40.3
Rest of Waynesville Twp.	26.8	8.7	16.1	33.1
White Oak	85.1	6.4	34.6	16.5

Source: Unpublished U. S. Census data in the Division of Community Planning.

\* Substandard housing is that housing which is either classified as dilapidated or lacks a full complement of plumbing facilities.



APPENDIX E - EDUCATION AND OCCUPATION OF HEADS OF HAYWOOD HOUSEHOLDS--BY FAMILY INCOME, 1960

Percent Distribution Each Class	Class as % of Total	Total Income of Household (% add across)					
		Under \$3,000	\$3,000- \$4,999	\$5,000- 6,999	\$7,000- 9,999	\$10,000 and over	Class Total
EDUCATION OF HEAD:							
Under 8 years	42.0%	52.5%	21.5%	15.3%	6.7%	4.0%	100.0%
8 - 11 years	29.1	27.6	18.9	25.7	18.3	9.5	100.0
12 - 15 years	24.2	14.7	21.7	25.8	20.6	17.2	100.0
16+ years	4.7	16.1	23.8	14.6	22.9	22.5	100.0
Total	100.0	34.4	20.9	20.8	14.2	9.6	100.0
OCCUPATION OF HEAD:							
Professional	5.4%	6.5%	25.7%	6.2%	29.2%	32.4%	100.0%
Mgrs., proprs.	6.6	13.1	16.5	29.2	16.2	24.9	100.0
Clerical	2.6	33.1	6.1	27.0	12.2	21.6	100.0
Sales	2.9	6.2	26.5	31.8	17.0	18.5	100.0
Crafts	15.4	14.7	21.7	29.0	19.0	15.6	100.0
Operatives	25.9	13.0	26.3	28.5	22.7	9.5	100.0
Farm	8.1	61.6	17.1	12.8	6.4	2.1	100.0
Private household	0.5	75.0	25.0	0.0	0.0	0.0	100.0
Other service	3.4	37.6	33.2	24.0	0.0	5.2	100.0
Laborers	7.0	62.1	17.3	12.6	8.0	0.0	100.0
Not in Labor Force or not reported	22.1	68.7	15.5	10.4	3.9	1.5	100.0
Total	100.0	34.4	20.9	20.8	14.2	9.6	100.0

Source: Cross-tabulations from U. S. Census data.





APPENDIX F -VALUE OF OWNER-OCCUPIED PROPERTY AND OF HOUSING CONDITION BY FAMILY INCOME, 1960,  
FOR HAYWOOD COUNTY

Percent Distribution Each Class	Class as % of Total	Total Income of Households (% add across)					
		Under \$3,000	\$3,000- 4,999	\$5,000- 6,999	\$7,000- 9,999	\$10,000 and over	Class Total
VALUE OF PROPERTY:							
Under \$5,000	19.9%	47.3%	22.7%	21.5%	6.9%	1.7%	100.0%
\$5,000 - 7,400	16.8	20.3	26.9	30.7	16.1	6.1	100.0
\$7,500 - 9,900	18.9	17.8	28.8	25.8	18.3	9.3	100.0
\$10,000-12,400	18.1	9.4	20.7	30.4	28.2	11.3	100.0
\$12,500-14,900	9.5	10.4	7.0	32.4	28.7	21.4	100.0
\$15,000-17,400	5.0	12.9	20.4	47.1	6.8	12.9	100.0
\$17,500-19,900	2.8	0.0	0.0	13.1	36.6	50.3	100.0
\$20,000-24,900	5.7	12.0	10.4	5.7	30.0	41.9	100.0
\$25,000-34,900	2.0	0.0	0.0	0.0	16.1	83.9	100.0
\$35,000 or over	1.3	0.0	0.0	26.4	0.0	73.6	100.0
Total	100.0	20.2	20.5	26.3	18.7	14.3	100.0
CONDITION OF HOUSING:							
Sound	73.0%	23.1%	20.6%	25.4%	18.2%	12.7%	100.0%
Deteriorating	18.5	56.6	27.2	11.2	2.8	2.2	100.0
Dilapidated	8.5	83.1	9.7	2.4	4.8	0.0	100.0
Total Units	100.0	34.4	20.9	20.8	14.2	9.6	100.0

Source: Cross tabulations from U. S. Census data.



APPENDIX G -OCCUPATION, CONDITION OF HOUSING, AND VALUE OF OWNER-OCCUPIED PROPERTY IN HAYWOOD COUNTY, BY EDUCATION OF HOUSEHOLD HEAD, 1960

Percent Distribution Each Class		Education of Household Head (% add across)				
	Class as % of Total	Under 8 yrs.	8-11 years	12-15 years	16+ years	Class Total
OCCUPATION OF HEAD:						
Professional	5.4%	6.2%	9.3%	30.2%	54.1%	100.0%
Managers, proprs.	6.6	13.1	38.6	45.7	2.6	100.0
Clerical	2.6	6.4	19.2	61.5	12.8	100.0
Sales	2.9	6.2	44.1	49.7	0.0	100.0
Crafts	15.4	39.3	32.9	26.4	1.4	100.0
Operatives	25.9	43.8	33.1	23.1	0.0	100.0
Farm	8.1	56.8	28.4	10.6	4.3	100.0
Private household	0.5	67.3	32.7	0.0	0.0	100.0
Other service	3.4	48.7	26.5	24.7	0.0	100.0
Laborers	7.0	50.8	31.9	17.3	0.0	100.0
Not in Labor force or not reported	22.1	58.4	22.4	16.0	3.3	100.0
Total	100.0	42.0	29.1	24.2	4.7	100.0
VALUE OWNER-OCCUPIED PROPERTY:						
Under \$5,000	19.9%	72.1%	16.2%	11.7%	0.0%	100.0%
\$5,000 - 7,400	16.8	38.8	36.5	24.7	0.0	100.0
\$7,500 - 9,900	18.9	32.4	27.8	36.3	3.4	100.0
\$10,000-12,400	18.1	32.0	41.6	22.6	3.6	100.0
\$12,500-14,900	9.5	21.4	25.6	49.3	3.6	100.0
\$15,000-17,400	5.0	27.5	33.2	25.4	13.9	100.0
\$17,500-19,900	2.8	0.0	37.9	62.1	0.0	100.0
\$20,000-24,900	5.7	10.4	35.3	42.3	12.0	100.0
\$25,000-34,500	2.0	0.0	49.1	35.7	15.2	100.0
\$35,000 or over	1.3	26.4	0.0	48.6	25.0	100.0
Total	100.0	37.2	30.3	28.9	3.7	100.0

Source: Cross tabulations from U. S. Census data.



APPENDIX H -- POPULATION PROJECTIONS OF HAYWOOD TOWNSHIPS TO 1980

	1950	1960	1970	1980	Percent Change 1960-1980
COUNTY TOTAL	37,631	39,711	40,920	41,611	+ 4.8%
TOWN OF CANTON	4,906	5,068	5,140	5,158	+ 1.8
Rest of Beaverdam Twp.	6,703	6,901	6,719	6,189	-10.3
Cataloochee Township	223	116	83	58	-50.0
Cecil Township	641	426	270	266	-37.6
TOWN OF CLYDE	598	680	752	804	+18.2
Rest of Clyde Twp.	1,575	1,940	2,317	2,691	+38.7
Crabtree Township	1,017	851	683	670	-21.3
East Fork Township	1,306	1,295	1,232	1,132	-12.6
Fines Creek Township	1,197	905	655	462	-49.0
Iron Duff Township	597	495	393	304	-38.6
Ivy Hill Township	1,598	1,470	1,297	1,103	-25.0
Jonathans Creek Twp.	1,126	928	737	566	-39.0
Pigeon Township	2,792	3,150	3,409	3,570	+13.3
TOWN OF WAYNESVILLE	5,295	6,159	6,826	7,492	+21.6
TOWN OF HAZELWOOD	1,769	1,925	1,992	2,186	+13.6
Rest of Waynesville Twp.	5,926	7,136	8,205	9,005	+26.2
White Oak Township	362	266	188	129	-51.5

Source: Based on County projections cited in Table 10.



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